

Regina



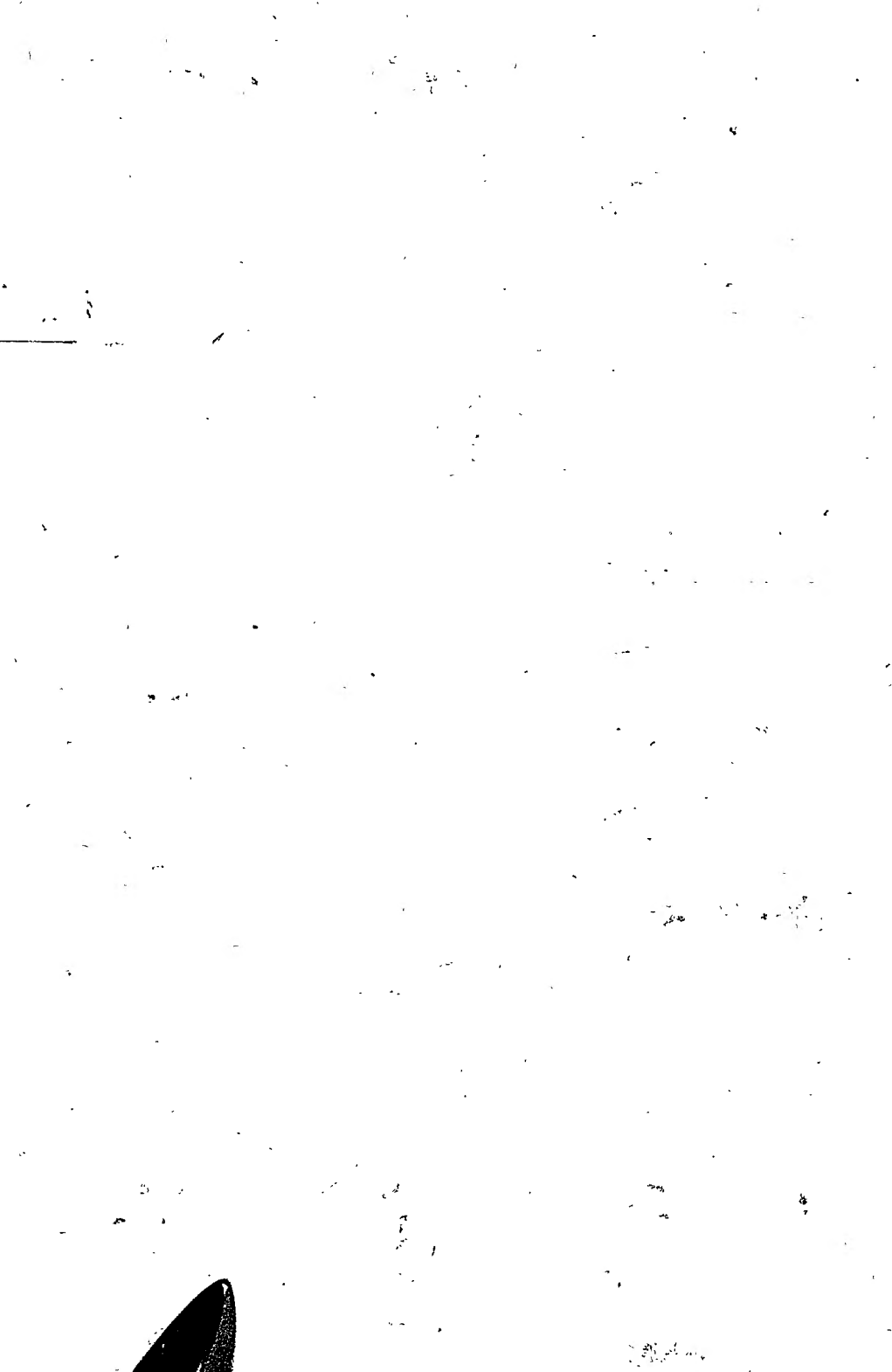
CANADA

1928





*With Compliments of the
Regina Board of Trade*



*"A pleasant city on a boundless plain,
Around which peace and plenty reign;
A legal camp, the province wisdom's home,
A rich cathedral, learning's splendid dome;
A teeming mart, wide streets, broad squares, bright
flowers,
A marble figure whence a fountain showers.
What city's this? A gentle princess, famed
For happy genius, it Regina named.*

—Nicholas Flood Davin, 1884.

Regina the capital city and governmental centre of the Province of Saskatchewan was so named in commemoration of Queen Victoria, by Princess Louise, Duchess of Argyle, wife of the then Governor-General of Canada. It was a happy augury that has been justified by rapid development in every line since that time.

In 1882 Regina was a small hamlet of but a few hundred people who had come west to institute a settlement in what was then a bare stretch of prairie. Today, it ranks as the fourteenth city of the Dominion, with a population of some 50,000.

Regina, the city of beautiful homes and extensive pavement, has a park area unsurpassed by that of any city of its size, and unadorned by a "Keep off the Grass" sign.

The Province of Saskatchewan is the world's most extensive and productive wheat-raising area, and for years the world's premier awards for hard wheat have been captured by resident farmers. The soil has as yet scarcely been scratched and its fertility is unlimited. Evidence of this is indicated by the governmental statistics of the yield of principal grains.

	Wheat Bushels	Oats Bushels	Flax Bushels	Barley Bushels
1920	113,135,274	141,549,000	5,705,000	10,501,494
1921	201,347,482	185,966,000	3,118,496	12,908,736
1922	250,167,000	179,708,000	4,079,000	18,511,000
1923	271,622,000	218,075,000	5,494,000	19,278,200
1924	132,918,000	97,345,000	6,119,000	17,360,000
1925	240,551,000	174,812,000	7,413,000	27,107,000
1926	215,101,000	131,905,000	4,305,000	25,863,000
1927	212,860,000	142,526,000	3,373,000	27,129,000

Of the 440,024,700 bushels of wheat comprising the total yield of the Dominion in 1927 Saskatchewan contributed 227,-137,000. According to estimate about one half of the arable acreage of the province is as yet unoccupied.

THE SASKATCHEWAN WHEAT POOL

The Saskatchewan Wheat Pool, more correctly known as The Saskatchewan Co-operative Wheat Producers Limited, was inaugurated in 1924, with a membership of 46,509 representing more than 50 per cent. of the entire wheat acreage of the province. This organization is a non-profit commodity co-operative marketing organization, and at the end of 1927 the membership numbered more than 85,000.

In its initial year the Saskatchewan Wheat Pool handled 50,093,000 bushels of wheat, for which a price of \$1.66 basis No. 1 Northern, Fort William, was paid. In 1925 a total of 129,708,000 bushels at a price of \$1.45 per bushel and in 1926 119,488,000 bushels at \$1.42 per bushel.

Saskatchewan Pool Elevators Limited and Saskatchewan Pool Terminals Limited are subsidiaries of the Saskatchewan Wheat Pool, which have been formed for the purpose of operating the large country and terminal elevator systems owned by the organized wheat producers. The Pool now operates 725 country elevators in Saskatchewan, with a total capacity of 21,600,000 bushels, three terminal elevators at Port Arthur and one at Buffalo with a total capacity of more than 18,000,000 bushels, while an additional large terminal is planned for construction at Port Arthur in 1928 with a total capacity of 7,000,000 bushels.

The Pool's selling arrangements are co-ordinated with those of the Alberta and Manitoba Pools by means of the Canadian Co-operative Wheat Producers Limited with headquarters at Winnipeg which is commonly known as the Central Selling Agency. The recently organized Ontario Wheat

Pool likewise sells the wheat of its members through the Central Selling Agency established by the three Western Wheat Pools.

WORLD'S GRAIN CONGRESS

Plans which have been under consideration for some time are now rapidly developing for the holding of a World's Grain Congress in the City of Regina in 1932.

Already a conference of the principal agricultural, financial, commercial, transportation and exhibition interests of the three prairie provinces of Manitoba, Saskatchewan and Alberta, together with representatives of three provincial governments, has given its unanimous approval to the project, and the strongest possible commendation has been placed before the Dominion Government at Ottawa.

This Congress will bring together the World's foremost authorities in the production, improvement and marketing of grain of all types. It will be attended by experts on soil conditions, plant life, insect, weed and fungus menaces, transportation and marketing of cereals, from every corner of the globe, and will undoubtedly be the most momentous occasion of its kind in the history of the World's Agriculture.

GREAT INCREASE IN DAIRYING

So much attention has been given in the past to the production of wheat that one almost fails to realize the great advancement that is taking place in the dairy industry.

Dairying, Saskatchewan's infant industry, has grown by leaps and bounds and can no longer be classified as a side line but bids fair to rival in wealth that of the grain products of the province.

There has been a decided increase in the manufacture of creamery butter since 1920 from 6,268,895 to 16,629,136 lbs. in 1926. The manufacture of cheese is becoming a very active branch of the Dairy industry. In 1920 one factory manufactured about 20,000 pounds of cheese. In 1926 ten factories manufactured 378,176 pounds at a value of \$69,085.

In order that the dairy products of the province may successfully compete on world markets, all cream is officially graded and paid for on a grade basis. Since 1913 there has been a system of Government butter grading in force and at

the present time all butter sold outside the province is marketed under an official grade certificate.

Regina is the headquarters of the principal creameries of Saskatchewan.

THE SASKATCHEWAN CO-OPERATIVE CREAMERIES

the largest creamery in the province manufactured 12,000,000 pounds of butter in 1926, 2,000,000 pounds of which was exported to the world's markets. This organization was consolidated in 1927 with Caulder's Creameries, with Regina as the provincial headquarters. The institution operates 49 branches including creameries, cold storage and milk plants, manufactures ice cream at eight different factories and distributes from twenty-two points.

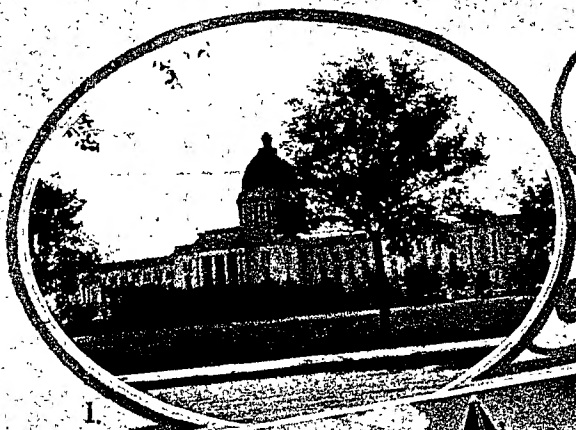
It employs a staff of 450 during the winter months and as many as 600 during the summer season.

The Saskatchewan Co-operative Creameries has been a consistent winner of premier awards for exhibits at the Canadian National Fair at Toronto and various exhibitions throughout the Dominion. The Western Canada Championship for Ice-Cream making was awarded this concern in 1927.

A DISTRIBUTION CENTRE.

Regina has for many years commanded attention by virtue of the enormous volume of farm machinery brought in and distributed through her wholesale houses. During the past two years several new machinery companies have established branches until today, there is scarcely an agricultural machinery concern of any repute on the American continent that is not represented in the city, and on occasions the business transacted in this particular line in Regina has exceeded \$25,000,000 a year.

The bulk of the enormous volume of wheat produced in Saskatchewan comes from that section of the province of which Regina is the distributing centre. Thirty thousand square miles of territory look for their daily requirements of merchantable commodities to the City of Regina, whence a dozen lines of railroad radiate, affording expeditious service. Saskatchewan has a greater mileage of railways than any other province except Ontario. Small wonder then that this



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1. Saskatchewan Parliament Building.

2. City Hall

3. Post Office and Customs Building.

city has attained to an enviable position among the distributing bases of the Dominion of Canada. More than 150 wholesale concerns, dealing in every conceivable variety of commodity, most of them occupying their own commodious premises, served by private tracks connecting them with both C.P.R. and C.N.R. systems, are required to supply the needs of the surrounding territory.

The City of Regina has set aside a tract of some 300 acres in close proximity to the down-town business section to meet the growing needs of commercial and industrial development. Full provision is made for spur track accommodation to serve the sites in this area, with water, sewer and power services and pavement. At the present time about half of this property, comprising some six miles of spur track frontage is still available to bona fide concerns.

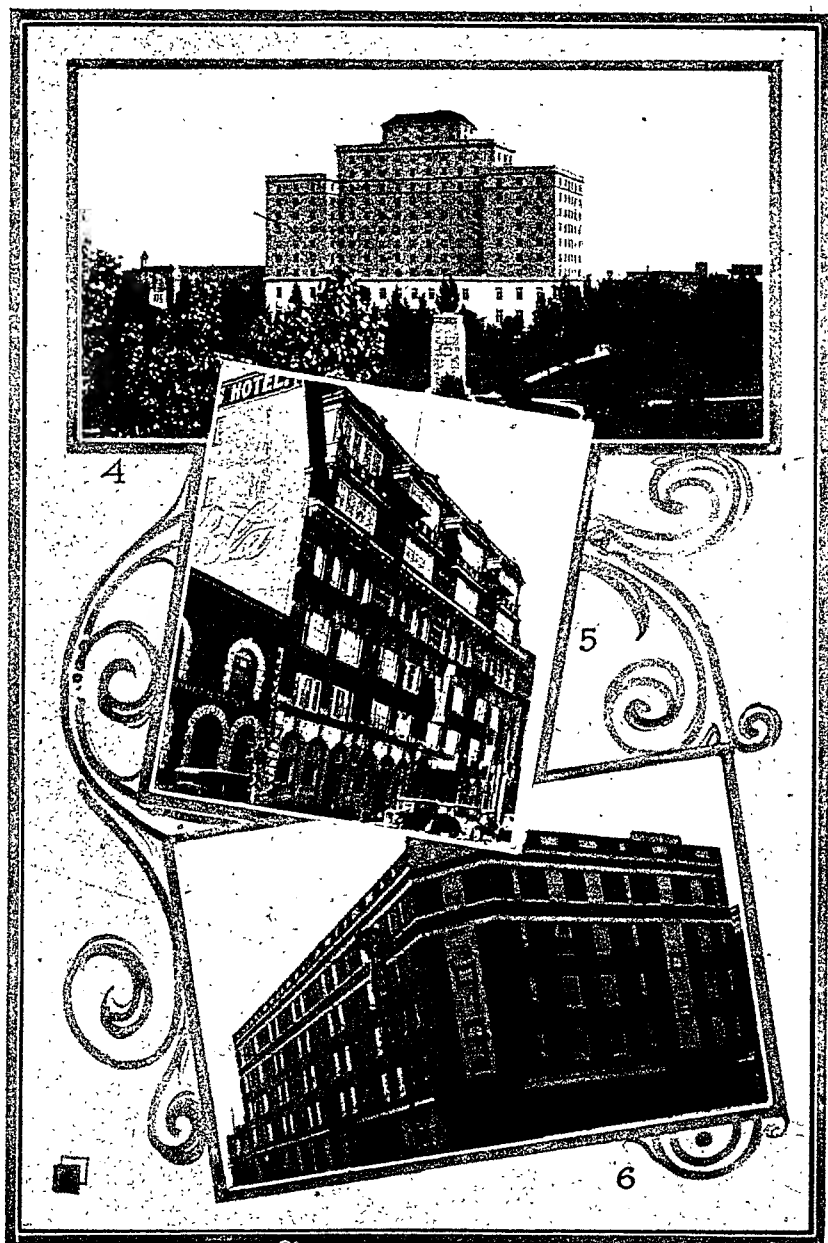
The importance of Regina from the standpoint of distribution has long been recognized by the Canadian railways. There is scarcely a point in the Province of Saskatchewan that cannot be reached by direct service, both passenger and freight. Trains are operated over six lines of railway in and out of the city by the C.P.R. and a similar number of the C.N.R. so that from all angles of transportation Regina is favorably situated.

The factory output of Regina is still small compared with the volume of commodities distributed by wholesale firms operating here. Industrially, Regina is yet in its infancy, yet there are hundreds of hands regularly employed in the production of Regina-made goods.

The Imperial Oil Refinery is the largest manufacturing concern at present operating in the City. A staff of 450 is required to carry on the work of this industry which represents a capital investment of over three million dollars.

The P. Burns Company, with provincial headquarters in Regina is also an important industry. During the past year the Burns plant was remodeled with extensive additions and is now one of the most adequate and modern packing houses in Canada. The plant, covering an area of 20 acres, manufactures 150 packing house products, and employs one hundred and fifty hands.

Among Regina's leading industrial plants are: four wood working factories, employing 235 hands at peak season, a number of bakeries aggregating 100 employees and supplying the whole southern portion of the province with bread and pastry.



4. Hotel Saskatchewan.

5. King's Hotel.

6. Hotel Champlain.

Other concerns, engaged in the manufacture of Malt Liquors, Straw and Felt Hats, Concrete products, Brooms, Tannery products, Chemicals, Aerated Waters, Fanning Mills, Sheet Metal products, Castings, Furs, Knitted Goods, Paint, Tents and Awnings etc., play an important part in Regina's industrial life.

A tribute to the central strategic position of Regina appears in the establishment by the Robert Simpson Company of Toronto of their Western Canada mail order house at this point, serving the territory from the Great Lakes to the Pacific coast and employing a staff of approximately 600.

The T. Eaton Company of Toronto also operate a mail order house and Department Store here. This company employs a staff of three hundred.

The above concerns are the two largest of their type in Canada and have, in establishing here, added their testimony to the advantageous situation of this City.

CITY OF REGINA

GENERAL STATISTICS

Incorporated as a town 1883. As a city 1903.
Population 1903, 3,000; 1927, 50,000.

AREA OF CITY

Taxable land 5855 acres, Exempt land, and water 2553 acres.

VALUATION OF TAXABLE PROPERTY

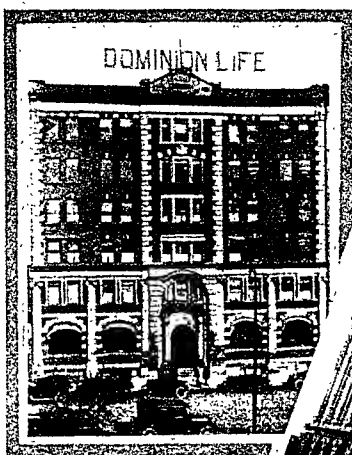
Land \$22,818,930; Improvements \$37,116,000.

ASSESSMENT AND TAX RATES

Land 100%	\$22,818,930
Buildings 30%	11,135,000
Business Assessment	5,337,190
Income Assessment	1,082,303

\$40,373,423

Tax Rate, Municipal 19.68 mills; Public School 13.8 mills; Provincial Government 1.62 mills; Collegiate 3.1 mills; Library 0.8 mills; Total 39.0 mills.



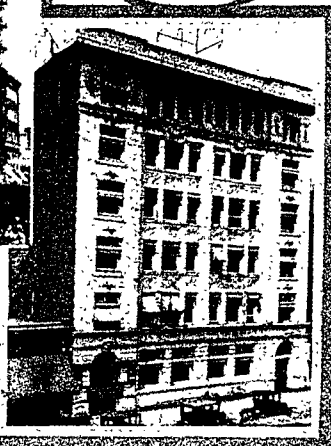
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7. Westman Chambers.

9. McCullum-Hill Building.

8. Canada Life Assurance Co. Building.

10. Leader Publishing Co. Building.

IMPROVED ROADWAYS

Pavements 40.37 miles; Concrete Walks 58.79 miles
Plank Walks 78.00 miles; Unpaved Roads 72.00 miles.

SEWERS: 87.75 miles.

WATERWORKS

Owned and operated by the City: Cource of Water Supply, Artesian wells. Annual Consumption 990 million gallons. Permanent mains 66.8 miles. Metered services, 6394; Fire Hydrants 576.

ELECTRIC LIGHT AND POWER

Owned and operated by the City. Annual output 2,215,000 K.W.H. Cost per K.W.H. sent out from plant 2.02 cents. Revenue 2.79 cents.

STREET RAILWAY

Owned and operated by the City. Passengers carried 1926: 4,981,674; Car Miles 1,053,595. Passengers carried 1927: 5,740,916; Car Miles 1,750,770.

PUBLIC PARKS

Area of Parks and Playgrounds, improved, excluding school grounds; 80 acres. Improved boulevards 41 miles.

FIRE ALARM AND POLICE PATROL

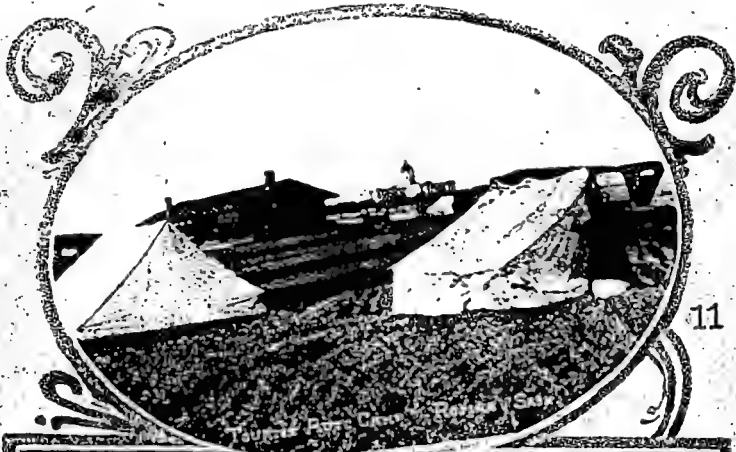
Owned and operated by the City.

PUBLIC SCHOOLS

Grade Schools 15; Collegiate High Schools, 2. Value of sites and buildings \$3,309,000. Number of Scholars, 11,010.

HOSPITALS

The Regina General Hospital and Isolation Hospital are controlled by a Board of Governors appointed by the City. During 1927 a wing entailing an expenditure of \$121,485 was added and a diet kitchen at \$24,000. The hospital has 305 beds, the isolation hospital has 30 beds with pathological laboratory and X-Ray Department under fully qualified



11. Civic Auto Tourist Camp.

12. Grand Stand Crowd at Exhibition.

13. Sanitarium, Fort Qu'Appelle.

directors. The nursing staff consists of 12 graduates and 90 nurses in training who are housed in separate residences.

The Grey Nuns' Hospital is under the direction of the Grey Nuns. It is a completely modern hospital having X-Ray Department, Pathological Laboratory, two operating rooms and three dressing rooms. A new wing was recently added with 36 private and 24 semi-private rooms. The hospital can accommodate 210 patients in addition to the staff. The nurses' home has been extended so that 85 nurses can be accommodated.

PUBLIC HEALTH

The work of the City Department of Health is carried on under the direction of the Medical Health Officer by full time qualified inspectors and nurses in charge of the following divisions:

- Communicable Diseases Division.
- Milk and Dairy Inspection Division.
- Child Hygiene Division.
- Meat and Food Inspection Division.
- District Sanitary Inspection Division.
- Plumbing Division.
- Street Cleaning and Refuse Removal Division.
- Vital Statistics Division.
- Relief Division.

STATISTICS

1928 population estimated 50,000. During the year 1927 400 deaths occurred in the city, of this number 167 were of non-residents, i. e. patients brought into the city from outside points for treatment. The gross death rate for 1927 was therefore 8 per 1000 and the corrected resident death rate 4.66 per 1000.

The birth rate was 48.6 per 1000, and the infant mortality rate 69.95 per 1000 births.

WATER SUPPLY

The City derives its water supply from Artesian Wells which are located some eight miles north east of the City. The city water, while hard, is an excellent drinking water of exceptional purity, as the routine bacteriological examinations show.



14. St. Paul's Anglican Church.
16. Knox United Church.

15. Metropolitan United Church and Y.W.C.A.
17. Holy Rosary Cathedral.
18. First Baptist Church.

MILK SUPPLY

Stringent milk regulations revised in March 1925 are in effect and are enforced by a fully qualified Inspector who is responsible for the work of Dairy and Milk Inspection.

STREET CLEANING AND REFUSE REMOVAL

Regina has for years enjoyed a nation-wide reputation as a clean city. The use of a motor-driven street sweeper and motor-driven equipment for the collection of refuse has further increased the efficiency of street cleaning and refuse removal.

INCINERATOR

Regina has now in operation one of the most modern refuse disposal plants on the continent. The incinerating plant, constructed at a cost of \$64,000.00 has a capacity of 110 tons per 24 hours, and is modern in every particular.

BUILDING RECORDS

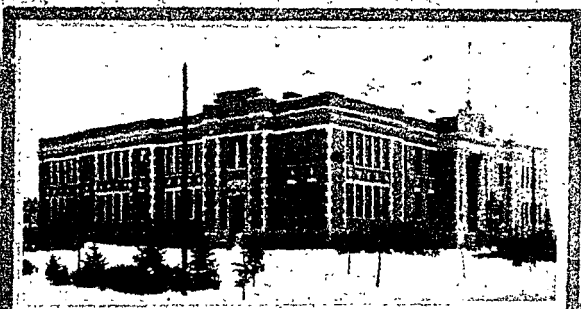
No better indication of the steady and solid development of Regina can be found than in its consistent structural growth:

The following figures speak for themselves.

Year	Permits	Value	Year	Permits	Value
1910	573	\$2,351,288	1919	457	\$1,699,020
1911	959	5,099,340	1920	547	2,597,920
1912	1215	8,047,309	1921	852	2,160,030
1913	1141	4,018,380	1922	901	1,784,124
1914	669	1,765,975	1923	671	1,264,030
1915	113	464,065	1924	551	939,785
1916	106	222,075	1925	638	1,208,002
1917	179	416,460	1926	745	4,242,502
1918	262	1,006,000	1927	749	3,482,090

EXHIBITION AND AGRICULTURAL ASSOCIATIONS

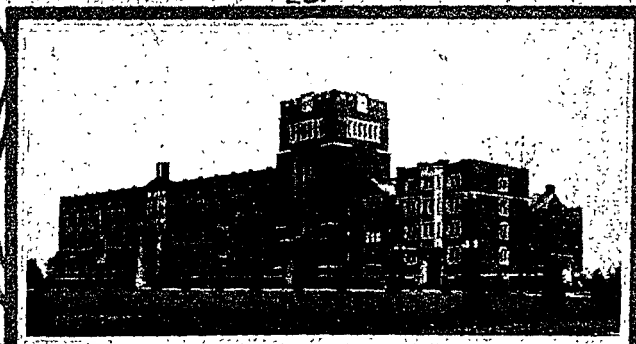
During the year 1905 there were in Saskatchewan 33 agricultural societies. In 1926 their number had increased to 158 with total membership of 25,000. During the intervening 21 years 2,151 agricultural exhibitions were held, 894 seed fairs, 511 ploughing matches, 696 field competitions. In 1926 there were 148 exhibitions held in the province, the largest number on record.



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19. Central Collegiate Institute.

21. Regina College.

20. Provincial Normal School.

In 1884 Regina held its first fair. In 1895 with financial aid from the Federal and Territorial Governments the fair attained the status of an Exhibition. The years until 1907 were quite uneventful until at that time special buildings were erected and by 1911 the facilities were adequate for the Dominion Exhibition held in Regina in that year.

The Regina Exhibition plant covers an area of 90 acres, one mile from the centre of the city with excellent car service. There are 35 buildings with a grandstand seating capacity of 9000.

The total attendance at the Regina Exhibition for 1927 exceeds 1926 by 38,014, the grand stand admissions by 10,000. The figures for these were as follows:

	1926	1927
Admission to grounds	115,270	153,284
Admission to grandstand	73,573	83,710

The grandstand admissions indicate clearly the necessity for further space and provision will be made by the Exhibition Board to add to their grandstand capacity. A new building known as the Confederation Building was added in 1927 at a cost of \$51,000. Additional buildings are planned for 1928.

In 1927 Saskatchewan was represented for the first time as a province at the Canadian National Exhibition at Toronto, and the exhibits excited much interest and comment among the visitors.

EDUCATIONAL DEVELOPMENT

At the time of its formation in 1905 the province of Saskatchewan had 894 school districts, no secondary schools or university. In 1927 there were 4,777 elementary and 23 high schools, 3 normal schools, a provincial university and numerous colleges, with 6,433 teachers and 213,404 public, separate and high school students.

At the present time Regina has not less than 11,010 pupils in attendance at its various educational institutions, and holds an enviable position in the educational field of Western Canada.

Among the large institutions located here are: The Regina College, for resident students, affording complete academic, musical and commercial courses. The St. Chad's

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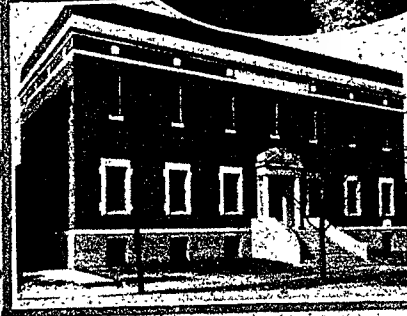
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22. Sask. Wheat Pool—Head Office.

24. Union Depot.

23. Sask. Co-op. Creameries—Head Office.

25. Masonic Temple.

theological school under the diocese of Qu'Appelle, and the diocesan college for girls, form part of an extensive educational institution planned by the Anglican community.

The Roman Catholic authorities some years ago erected the Campion College and Sacred Heart Academy, two important institutions. During the past two years extensive additions have been found necessary.

The Lutheran body erected a college during 1926 entailing an expenditure of \$98,870 and adding to the already numerous imposing buildings of the city.

Two large Collegiate institutes meet the needs of some 1500 pupils yearly. To each of these has recently been added a new wing entailing a total expenditure of \$139,000 and providing eighteen additional class rooms.

At the present time there are 18 public and separate schools in the City, a new public school having been added during 1927, in an effort to cope with the demands of the rapidly growing population.

The Regina Normal School is annually attended by some 460 new students.

There are four Business Colleges here teaching general Commercial subjects with an average aggregate attendance of 700.

MUSIC

The development of the art of musical expression has not been lost sight of in Regina. Every year the Regina Amateur Operatic Society and Regina Boat Club present one light opera or similar work, the Women's Musical Club, a vigorous organization sponsoring Regina's Music Week, and bringing famous artists here as a comprehensive plan of artistic development; the Regina Philharmonic Association, a budding trinity of Choral Society, Male Chorus and Orchestra; The Queen City Classics male voice choir, fifty odd enthusiasts, doing fine work; the Anglican Choral Society from the parish choirs; the Regina College Conservatory of Music competently staffed and teaching Dominion-wide standards; the Regina Symphony Orchestra having a membership of 55 doing splendid work, and the Hoole Memorial Club and Orpheus Club adding their bit with artistic merit as the one aim. The Saskatchewan Musical Festival is held here periodically.



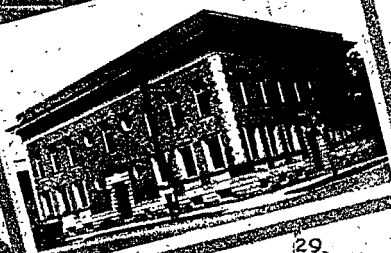
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26. Motor License Building.
28. Land Titles Building.

27. Public Library.
29. Central Telephone Exchange.

BANKING CENTRE

By virtue of its advantageous geographical position and the general recognition accorded to the city as the provincial centre of commercial activity, Regina holds the key position to the banking and financial life of Saskatchewan.

The rapid growth of the city and development of the surrounding country necessitated the establishment in 1909 of a Clearing House. Some idea of the subsequent advance may be drawn from the following clearance figures.

1910	\$ 50,739,159	1919	\$210,998,989
1911	73,032,088	1920	221,070,268
1912	115,727,648	1921	203,659,640
1913	132,087,457	1922	184,949,431
1914	98,205,541	1923	190,195,987
1915	87,122,611	1924	179,302,967
1916	124,349,589	1925	225,429,503
1917	169,800,113	1926	240,953,818
1918	184,626,631	1927	259,731,279

The financial importance of Regina has long been recognized by the banks, and large sums of money have been expended by them in the establishment of substantial and beautiful premises. There are seven banks, with a total staff of 300.

Both the Royal Bank and the Bank of Montreal have found it necessary to extend their premises to meet the demands of increased business.

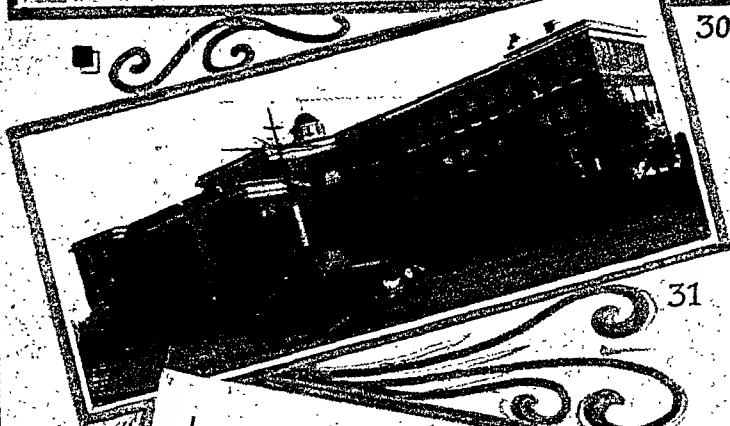
The three largest banks have established executive offices here with Superintendents in charge of the respective branch systems throughout the province. In this way they are enabled to keep in close contact with the financial conditions in Saskatchewan.

REGINA BANKS AND RESIDENT MANAGERS:

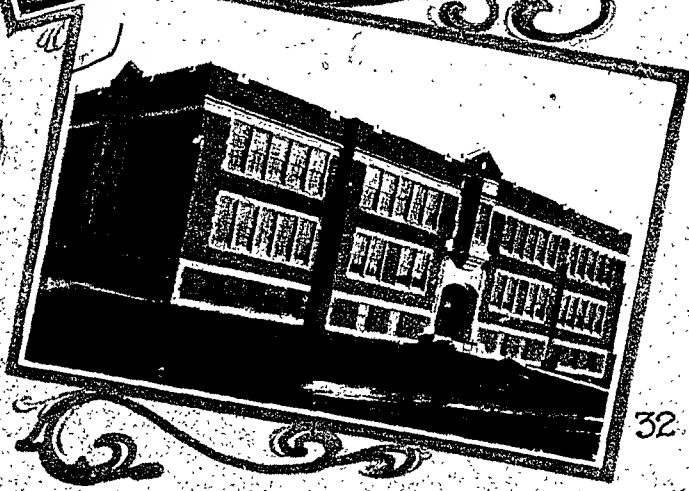
- Bank of Montreal—H. C. Francis.
- Canadian Bank of Commerce—H. B. Adams.
- Royal Bank of Canada—J. G. Nickerson.
- Bank of Nova Scotia—J. E. Edgington.
- Dominion Bank—W. A. Radcliffe.
- Imperial Bank—W. L. Gilliland.
- Standard Bank—W. G. Hoig.



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30. Regina General Hospital.

32. Typical Regina Public School.

31. Grey Nuns' Hospital.

In 1926 and 1927 Regina held 10th place among the cities of the Dominion in Bank Clearings.

	1926	1927
Montreal	\$5,646,347,421	\$6,711,872,653
Toronto	5,196,428,183	6,484,985,731
Winnipeg	2,708,415,756	2,794,528,268
Vancouver	888,704,118	924,784,859
Calgary	393,910,637	436,380,347
Ottawa	338,607,366	375,565,840
Quebec	319,659,404	349,118,202
Hamilton	268,402,609	296,401,045
Edmonton	259,611,172	286,632,846
Regina	240,953,818	259,731,279

It is also of interest to note the recognition given Regina by twenty of the largest trust corporations on the continent who are conducting extensive operations here, and in most cases, have selected Regina as their headquarters for Saskatchewan. These companies represent an investment of at least \$50,000,000 in the province.

POSTAL REVENUE

FISCAL YEAR ENDING MARCH 31, 1926

	1926	1927
Toronto	\$6,688,696	\$6,625,682
Montreal	3,850,898	3,840,368
Winnipeg	3,356,456	3,279,374
Vancouver	1,244,631	1,206,426
Regina	802,396	789,158

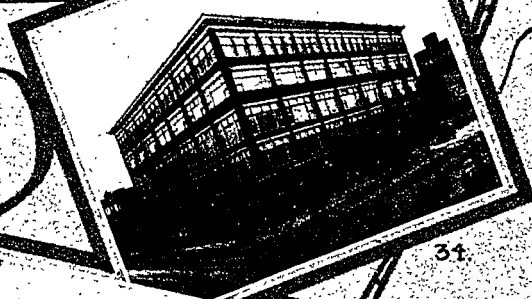
Both in 1926 and 1927 Regina occupied fifth position among the cities of Canada.

BUILDING PROGRESS

Regina spent more money, per capita of population, in 1926 on buildings than any other city in Canada. The Province of Saskatchewan of which Regina is the Capital, recorded an increase of 189% in the building programme of 1926 as compared with that of 1925. This was the greatest



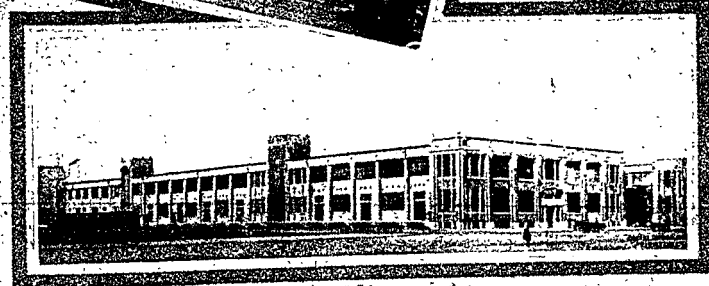
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33. Robert Simpson (Western) Ltd.—Mail Order and Retail.
 34. R. H. Williams & Sons—Dept. Store. 35. Regina Trading Co.—Dept. Store.
 36. T. Eaton Co.—Mail Order and Retail.

percentage of increase shown in any province in the Dominion.

Seventy-five out of every hundred of the 173,913 families living in the Province own their own homes.

In 1926 Regina held 6th place among the cities in building permits. 1927 has experienced no slump in this connection. The building of the C.P.R. Hotel entailing an expenditure of \$1,600,000 in 1926 more than accounts for the difference between the figures for the two years. A comparison of building records for 1926 and 1927 with those of the other cities of the Dominion is decided proof of the rapid and steady growth of this city.

Permits 1926	Permits 1927
Montreal\$31,720,049	Montreal\$45,200,842
Toronto 26,029,584	Toronto 31,274,876
Gt. Vancouver 21,546,912	Gt. Vancouver 15,365,597
Winnipeg 10,362,600	Winnipeg 7,569,400
Windsor 7,319,454	Ottawa 6,446,045
Regina 4,248,450	Quebec 6,360,165
	Hamilton 3,836,650
	Regina 3,482,090

Ten new apartment blocks and 394 dwelling houses totaling \$1,526,250 were built last year to house the increased populace.

The building permits for 1927 include also several factories, governmental and civic buildings, schools, office buildings, stores etc., etc.

This immense progress in building indicates a rapid increase in population throughout the province. During the time from 1921 to 1926 the population of the province increased at a rate of over 1000 per month.

A TOURIST CENTRE

Special attention is at all times given to the visiting motorist. Route cards covering all sections of the country together with road maps of the prairie provinces and bordering States are available to all who wish to call at the Board of Trade office.

An Auto Club was recently organized under the auspices of the Board of Trade, being officered by the President and Secretary of that body. Membership in the Club has grown rapidly.



Some Regina Residences.

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Hundreds of inquiries from all parts of the United States and Canada and as far away as Australia and Europe are dealt with by mail each year with an even greater number of personal requests for road and general information.

Regina is the junction point of three well travelled highways.

Trans-Canada Highway
Regina-Yellowstone Highway
Canadian North and South Pike.

The Trans-Canada is the main East and West highway across the Dominion thus affording a through route to the Canadian Rockies.

The Regina-Yellowstone Highway is a first class, well marked road, through to Terry, Montana, forming a direct route from Regina to Yellowstone National Park.

The North and South Pike extends across the International Border through Portal, to Kearney, Nebraska, where it taps the famous Lincoln Highway.

A splendid tourist camp is maintained during the tourist season, on an attractive site on the banks of the Wascana Lake. The camp cottage is fully equipped with every modern convenience, having ladies' waiting room, shower baths and adequate kitchen facilities.

A short drive to either the north, northeast or southeast of Regina will bring the motorist to beautiful summer resorts where every conceivable form of holiday entertainment may be enjoyed.

Regina, itself, offers much of beauty and interest to the visitor. There are 38 miles of boulevards on which trees and grass have been planted. Wascana Park, the largest in the city, with a frontage along the Wascana Lake immediately opposite the Parliament Buildings, is laid out with walks and driveways lined with flowers, plants, shrubs and trees over the entire area. Victoria Park, a breathing space in the centre of the city contains an impressive cenotaph, erected to Regina men who fell in the Great War, and Stanley Park facing the union depot and picturesquely laid with flowers, trees and grass, add further beauty.

The Royal Canadian Mounted Police have their headquarters here and their grounds are well worth seeing. The Provincial Parliament Buildings, located as they are in

beautiful and extensive park grounds facing the Wascana Lake will be a source of pleasure to the visitor as they are a pride to the people of the city.

SPORTS NO SECONDARY CONSIDERATION

As a sport centre Regina holds its own with the many cities of the Dominion. The city boasts three excellent golf courses, numerous tennis and cricket lawns, with baseball and rugby to add to the interest of the sportsman. In 1925 the local Patricia Rugby Club held the Dominion Rugby Championship and in 1926 captured the Western Canada Series. Neither does Regina take a back seat in the Hockey World. In 1925 the Patricia Hockey Club captured the Canadian Championship for Junior Hockey. The Regina Monarchs succeeding in carrying off this honor in 1928.

During the winter months a number of the public playgrounds and vacant lots in the city are flooded and open air skating rinks provided for the public, the school children especially taking advantage of this splendid opportunity.

HOLIDAY RESORTS

Within easy access to the North and East is a network of streams and lakes. Summer resorts where swimming, boating and dancing may be enjoyed and quiet streams and lakes with fishing to satisfy the most ardent devotee, all are available to the resident and visitor alike. A few of these place are: Qu'Appelle Lakes, in the beautiful Qu'Appelle Valley; Regina, Saskatchewan, Lumsden and Arlington Beaches; Watrous lake, famous for its curative waters containing some ten different minerals and being the second of its kind as yet discovered.

HOTELS

Saskatchewan, Champlain, King's, Kitchener, Champs, Wascana, Alexandra, Clayton, Queen's, Grand, Empire.

THEATRES

Regina, Capitol, Metropolitan, Rose, Rex, Grand.

FACTS ABOUT REGINA

LOCATION—

Junction point of three main highways
376 miles from Winnipeg
534 miles from Calgary
200 miles from Saskatoon
100 miles from the International Border.

POPULATION—

City Estimate 45,000
1926 Census 37,329
Greater Regina (Henderson's Directory 1927) 50,000.

ALTITUDE—

1897 feet.

WATER CONNECTIONS—

6,394 active house connections
576 fire hydrants
82 miles permanent mains.

ELECTRIC LIGHT SERVICES—

10,629 metered services.

SCHOOLS—

18 Public and Separate	Students Pub. and Sep.	7500
2 High Schools	Students Collegiates	1500
5 Colleges	Students Colleges	1550
1 Normal	Students Normal	460
Total Students		11,010.

AUTOMOBILES—

Passenger Cars 5,089
Trucks 672

TELEPHONES—

City Stations 8,764
Rural Stations 627
Stations connected to Regina Telephone Exchange 9,391

INDUSTRIES—

Establishments 50

WHOLESALE HOUSES—

150

CHURCHES AND MISSIONS—

28

RAILWAYS—

Canadian Pacific Railway —Payroll \$1,000,000

Canadian National Railway—Payroll \$1,150,000

BANKS—

Seven

MUNICIPAL PAYROLL—

\$1,400,000 (incl. of schools).

BANK CLEARINGS—

\$259,731,279

REGINA'S HISTORY—

Incorporated as town—1883

As a City —1903

Population 1903— 3,000

Population 1927—50,000 (estimated)

PAVED STREETS—

40.37 miles

STREET RAILWAY—

40 Passenger Cars

2 Sweepers

1 Snow Plow

1 Motor Haulage Car

30 Freight Cars

30 miles of track.

GRAIN ELEVATORS—

5

THEATRES—

6

POLICE FORCE—

City Police
Western Headquarters, Royal Canadian Mounted Police

NET ASSESSMENT—

\$39,689,181

CITY TAX LEVY—

\$1,813,600.41

TAX RATE—

Public School 39.0 mills
Separate School 45.6 mills

WATER—

Annual Consumption 990 million gallons
Source of Supply, Artesian Wells.

POWER AND LIGHT—

Annual output 2,215,000 K.W.H.
Cost per K.W.H. sent out from plant 2.02 cents.



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REGINA

CAPITAL CITY OF SASKATCHEWAN

The Industrial and Distributing Centre of The Middle West

Area 8,408 acres

Population (estimated) 57,000

Building Records.

1239 permits issued in 1928, valued at..... \$6,619,206.00

795 permits issued to June 1st, 1929,
value at 4,399,772.00

382 permits same period 1928, valued at..... 1,300,855.00

Increase \$3,098,917.00

Banks and Bank Clearings.

Banks 12

Clearings for 1928..... \$312,089,797.44

Clearings for first 5 months of 1929..... 121,545,251.58

Clearings for first 5 months of 1928..... 101,822,647.48

Increase \$ 19,722,604.10

Tenth City in Canada.

Postal Revenue.

For the fiscal year ending March 31st, 1928..... \$855,802.00

For the fiscal year ending March 31st, 1929..... 911,755.49

Fifth City in Canada.

Industries 65

Wholesale Houses / 200

Educational Facilities.

Public and Separate Schools.....	20
High Schools.....	2
Commercial Schools (Business Colleges).....	6
Colleges.....	6
Normal School.....	1

Power and Light.

Meter Services.....	12,291
Output for 1928.....	33,940,460 K.W.H.
Cost per K.W.H. sent out from plant.....	1.572c
Revenue per K.W.H. sent out from plant.....	2.403c

Assessment in Taxation.

Net Taxable Assessment.....	\$43,422,390.00
Tax Rate—Public School, 41 mills.	
Separate School, 47.2 mills.	

Water.

House connections.....	7,460
Hydrants.....	602
Permanent mains.....	90
Consumption, 1928.....	1,127,000,000 gals.
Supply, Artesian wells, yielding at present daily.....	3,500,000 gals.
Development work now in progress will, it is estimated, increase the daily supply by not less than.....	2,000,000 gals.
Total daily supply.....	5,500,000 gals.

Street Railway.

Passenger Cars.....	41
Sweepers.....	2
Snow Plow.....	1
Motor Haulage Car.....	1
Freight Cars.....	30
Miles of Trackage.....	30

Streets.

Paved.....	42.88 miles
Graded.....	76 miles
Boulevarded Streets.....	26.23 miles
Concrete Sidewalks.....	62.05 miles
Plank Sidewalks.....	86.19 miles

Parks.....	257 acres
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Regina Is Noted As---

- (1) The centre of the world's hard wheat area. Saskatchewan produced in 1928 300,000,000 bushels of wheat. Regina is headquarters for the Saskatchewan Wheat, Dairy and Poultry Pools.
- (2) The distributing centre of the Middle West. It is served by transcontinental railway systems and numerous branch lines. It has direct contact with all the principal towns and cities, and upon the completion of the Hudson Bay Railway it will be nearer to Liverpool than any other centre of Western Canada.
- (3) The largest distributing centre for farm machinery in the world. (\$35,000,000.00 worth distributed in 1928.)
- (4) The city with a model industrial and warehouse section served by a spur trackage system unequalled in Canada.
- (5) The financial and banking centre of a Province that has greater wealth per capita and whose wealth is more evenly distributed than that of any Province in the Dominion.
- (6) An aviation centre and the divisional point in the Western Canada Air Mail Service.
- (7) A tourist centre and the junction point of three main highways.
- (8) The Convention City of the Middle West.
- (9) The fastest growing city in Canada.

